Positive Partners: An Advertising Campaign
for the Muncie Boys and Girls Club

An Honors Thesis (HONRS 499)

by

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Abstract

This advertising campaign is designed to effectively connect the energy and resourcefulness of the Ball State University student population with the needs of the Muncie Boys and Girls Club, an inner-city community outreach organization for youth, through a unique program called Positive Partners. This thesis probes the population data of Muncie, Indiana, and Muncie's non-profit community service sector. It also explores the history, mission, code, staff, financial resources, clients, services, past and current marketing, strengths, and weaknesses of the Muncie Boys and Girls Club. Further examination is provided on the Ball State student organizations which make up the campaign's target market. The background research culminates into a creative advertising campaign which utilizes a direct mail package, a press release, a VAX announcement, telephone calls, and presentations in order to create Positive Partnerships between the Muncie Boys and Girls Club and Ball State student organizations.
The Capstone Project

This advertising campaign for the Muncie Boys and Girls Club is a capstone project for me because it required that I combine my mathematical skills learned through my mathematics major, my marketing abilities learned through my marketing major, and my personal calling for using my talents in the non-profit sector all into one comprehensive project. The mathematical skills which I have drawn on include critical thinking, number manipulation, and analysis. The marketing skills I have learned and used include marketing strategies, advertising campaign techniques, creative design, and market segmentation. My calling can be best described as a pull toward working in organizations, especially those with a Christian base, which directly benefit others.

In completing this thesis, I have drawn on all three areas extensively and have learned that they complement each other nicely. This project represents the application of my cumulated learnings at Ball State University and, thus, is my capstone project.

Kristen M. Leverton
December 12, 1997
Positive Partners:  
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Developed by Kristen M. Leverton
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The thoughts, prayers, and study which have gone into this, my honors thesis, have been inspired by so many others that it only seems fitting that they be mentioned.

First and foremost I thank the Lord for the multitude of blessings He has bestowed upon me. I continue to be amazed by the richness of the life I have been given and strive only to be worthy of the gifts I have received. Thank you, Lord. May this outreach to Your youth do Your will.

To my family. . . Mom, Dad, Laura, Anne Marie, and Chad. I am without words to describe my love and appreciation for you. You are my support, my happiness, and my life. These years at BSU have been so full and bright with the unwavering devotion you’ve given me.

To Dr. Ramon Avila, Dr. Thomas Baird, and Dr. Michael Karls. . . you have instilled in me skills which I will carry throughout life. I’ve appreciated your creative and conscientious teaching, your obvious interest in the well-being of students, and your commitment to the Ball State and Muncie communities. As I look back on my years at BSU, I will remember fondly the joy I found in learning from you.

To the Muncie Boys and Girls Club. . . my admiration for your organization and its commitment to the youth of Muncie is tremendous. May your work always be richly blessed.

To Steve Clapp. . . your dedication to people and the profound amount of positive impact you have made on the world are inspiring. Thank you for introducing me to non-profit marketing and for your close friendship, both of which make work seem less like work and more like fulfilling God’s call. Here’s to many years of fruition for Christian Community!

To Erin Malison. . . here it is. The project you’ve heard me refer to more than a few times. Thank you for your ear, for running all of those early mornings even though sleeping-in always sounded like the smarter option, and for blessing me with a friendship which I shall always cherish. How did we start out as Actuarial Science majors, anyway? I’m glad that we did. . . well. . . kinda. . . you know what I mean.

And to BSU. . . I proudly grew up wearing my red and white, knowing that someday I’d be at Ball State, just like Mom and Dad. And to think that my five years here have passed as slowly and quickly, both, as they have. My Cardinal pride goes far beyond school loyalty. I believe in Ball State and its students, faculty, and community, and feel eternally grateful for the opportunities I’ve had while here.
Background Research

Muncie, Indiana

Muncie has been called the “Middletown of America.” Located in the east-central part of Indiana as the nucleus of Delaware County, Muncie had a 1992 population of 72,419 individuals (U.S. Bureau of Census 734). The charts which follow describe Muncie’s 1990 population of 71,035 individuals in terms of gender, race, age, household size, educational attainment, and household income (U.S. Bureau of Census 734).

Muncie Population by Age

- Under 5 years: 6%
- 5 to 17 years: 13.6%
- 18 to 20 years: 14.2%
- 21 to 24 years: 11.8%
- 25 to 34 years: 13.7%
- 35 to 44 years: 10.8%
- 45 to 54 years: 8.7%
- 55 to 64 years: 8%
- 65 to 74 years: 7.6%
- 75 years and over: 5.7%


Muncie Population by Gender

- Females: 53.4%
- Males: 46.6%

Muncie Population by Race

- White 88.7%
- Black 9.5%
- Hispanic, Asian, American Indian, Other 1.8%


Incomes of Muncie Households

- Less than $5,000 10.3%
- $5,000 to $9,999 17.7%
- $10,000 to $14,999 12.4%
- $15,000 to $24,999 20.1%
- $25,000 to $34,999 14.5%
- $35,000 to $49,999 13.9%
- $50,000 to $74,999 7.8%
- $75,000 or more 3.3%

Muncie Family Households by Type

- Married-Couple Family: 76.4%
- Female Householder: 19.8%
- Male Householder: 3.8%


Muncie Population's Educational Attainment

- High School Graduate: 54.1%
- Non-Graduate: 29.9%
- Bachelor's Degree or Higher: 16.0%

Non-Profit Community Service Sector of Muncie, Indiana

Organizations

The non-profit community service sector of Muncie, Indiana, consists of several different types of organizations which, as their primary or secondary purposes, serve the Muncie community in various ways. These organizations include churches, private and government-sponsored community outreach groups, and social organizations or clubs. One hundred and seven churches are located in Muncie and range in denominational affiliation from African Methodist Episcopal to Presbyterian Church U.S.A. to non-denominational (Ameritech 75-76). Churches often organize their members into smaller groups which serve the community, for example, by providing food banks, tutoring at schools, and offering after-school activities for children in addition to their Sunday morning class and worship opportunities.

There are over fifty community service organizations in Muncie (Ameritech 81). These groups provide shelter for the homeless and abused spouses and their children, improved housing for those with inadequate shelter, food for the hungry, after school activities for children, clothing, counseling, day care, medical care, reproductive health, job placement, and a variety of other functions of which people are in need regardless of their ability to pay. Examples of such organizations in Muncie include the American Red Cross, Big Brothers—Big Sisters of East Central Indiana, Christian Ministries of Delaware County, Habitat for Humanity, Head Start, Muncie Boys and Girls Club, Muncie Mission, Muncie Public Schools, the Salvation Army, Youth Opportunity Center, the YMCA, and the YWCA.

Social organizations or clubs can be formed primarily to provide service to the community but can also be formed for socialization and learning purposes. Regardless, most social organizations or clubs become involved in community-oriented projects because of their organized existence and resources. These groups often partner with those previously mentioned or perform similar tasks specific to their specialties, interests, and locations. Examples of such organizations in Muncie include Alpha Tau Omega, the American Legion, Boy Scouts of America, Girl Scouts, Kiwanis, Rotary International, and Sigma Kappa.

Consumers

Those working within the non-profit community service sector of Muncie must satisfy and utilize three different publics in order to survive and best serve their communities. First and foremost, the needs of Muncie citizens, as potential recipients of the care, resources, and time provided by organizations within the non-profit community service sector, must be met. In order to do so most effectively and efficiently, these needs must be researched and identified and those in need must be made aware of the availability of help.

Second, the non-profit community service sector relies on the funds of both government and private institutions in order to function. Government funding may come from the United States government, the State of Indiana, the City of Muncie, or agencies sponsored by them, such as The United Way. Private funds may come from national groups, such as the NAACP; regional organizations, such as the Lilly Endowment; or local groups, such as College Avenue United Methodist Church. This public must be satisfied with how its funds are utilized, made aware of further opportunities to provide financial help, and made to feel good about its contributions.
Third, the non-profit community service sector relies on the skills, time, abilities, and financial gifts of individual volunteers in order to carry out its programs and services. These volunteers need to be aware of opportunities to serve and should also be made to feel their contributions are worthwhile and making a difference in their community. Volunteers can come from different organizations in Muncie or from individual families or households.

It is marketing to each of these three publics which keeps the non-profit community service sector fulfilling its purpose to improve the lives of fellow community members.

Competitors

In reaching the three consumer publics, there is competition. Money within the non-profit community service sector does not flow freely. Community service groups compete against each other, in essence, for funds in order to carry out their equally good programs. Likewise, volunteer time and resources are not unlimited. Oftentimes a community service organization must perform its services with the number of volunteers it is able to reach, regardless of whether or not the program is fully staffed. Also, community service groups compete with other forms of entertainment or free-time activities in an effort to clients into their doors. For instance, the Muncie Boys and Girls Club competes with the television, after-school groups, athletic clubs, and neighborhood groups for the kids which could be enjoying the programming of the club after school during the week and on Saturdays.

Opportunities and Threats in the Marketplace

Opportunities for the non-profit community service sector in Muncie, Indiana, include that many Muncie citizens have very real needs. As was shown in the demographical charts in the section entitled "Muncie, Indiana," nearly 30% of all those twenty-five years and older had not graduated from high school in 1990 (U.S. Bureau of Census 738). Thus, many individuals in Muncie have educational and vocational needs.

Also, 23.8% of all persons residing in Muncie in 1989 were living in households with combined incomes below the poverty level (U.S. Bureau of Census 739). 26.1% of all children under the age of eighteen resided in households which income below the poverty level that same year (U.S. Bureau of Census 739). Thus, many individuals in the Muncie community do not have the financial resources which allow for a comfortable or even ample existence. They represent opportunities for the community service sector to provide food, lodging, health care, and entertainment options.

In addition, 23.6% of all Muncie households are single parent homes (U.S. Bureau of Census 736). Thus, there exists a need for support of many different kinds, including child care, counseling, and financial resources, in order to aide the heads of these households in their significant responsibilities.

All of these combined needs mean that those who are looking to make an impact in the lives of others and to better the community have real opportunities in Muncie. Service organizations can improve the lives of Muncie citizens, thereby improving the world.

Opportunities also exist in gaining more financial and volunteer support from the strong Ball State University campus, which was founded in 1918 on land donated by the Ball brothers. Its nearly 20,000 member student body and its faculty and staff represent individuals who could significantly support community organizations with time, skills, abilities, and financial resources.

Threats for the non-profit community service sector in Muncie, Indiana, include that financial resources are tight. In a community in which nearly 61% of all
households have incomes of less than $25,000 per year, fewer and fewer households are able to financially support community service organizations (U.S. Bureau of Census 738). Also, with strained budgets, community service organizations are often not able to perform to the best of their capabilities, and standards slide. This reality can form a vicious cycle, as those who donate become dissatisfied with how their money is being utilized and then contribute less, which further hurts the capabilities of the organization.
Muncie Boys and Girls Club

History

1900

1906: Federated Boys' Clubs of Boston, a predecessor to the Boys Club of America, is founded.

1925

1933: Muncie Boys Club is founded by Branch McClung.

1935: First clubhouse is established on Seymour Street

1940: Muncie's Judge Guthrie arranges for the Community Chest to cover Club's operating expenses.

1944: Muncie clubhouse is moved to Mulberry Street, while Ray Bogden is appointed its first professional director.

1944: The Muncie Boys Club becomes a national member of the Boys Clubs of America.

1949: The Optimist Club leases its Camp Adventure, located 7 miles southwest of Muncie, to the Muncie Boys Club for summer camp.

1950

1950: Muncie Boys Club clubhouse is moved to South Madison.

1952: Bill Herby becomes Executive Director.

1957: Jack Scrafield becomes Executive Director.

1957: John Straight becomes Executive Director.

1957: Gym is enlarged to high school regulation size and a weight and exercise room is added.

1958: Clubhouse is expanded to include a kitchen, craft room, and games room.

1960: Clubhouse is expanded to include a kitchen, craft room, and games room.

1964: Jack Maule becomes Executive Director.

1964: Jack Maule becomes Executive Director.

1967: Gym is enlarged to high school regulation size and a weight and exercise room is added.

1982: Fire destroys three rooms of the clubhouse.

1994: Camp Adventure closes due to lack of interest and increasing costs and is returned to the Optimist Club.

1996: Dan MacDonald becomes Executive Director.

1997

1987: National organization changes name to Boys and Girls Club of America.

1999: Muncie's Club changes its name to the Boys and Girls Club and girls are admitted as members for the first time.


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Mission

The mission of the Muncie Boys and Girls Club, Inc., is to further the development of character and physical well-being of boys and girls in Delaware County (United Way of Delaware County Home Page).

Code

Every participant at the Muncie Boys and Girls Club must sign his or her membership card, which means he or she agrees to The Boys and Girls Club Code which appears on its reverse:

I believe in God and the right to worship according to my own faith and religion.
I believe in America and the American way of life...in the Constitution and the Bill of Rights.
I believe in honesty, fair play, and sportsmanship.

Directors

The Muncie Boys and Girls Club's professional staff is headed by Dan MacDonald, the Club's Executive Director since 1996. He is joined by Program Director Jim Crouse, Education Director David Rinehart, Health and Physical Education Director Don Riggs, and Social Director Dave West. Crouse, Rinehart, and Riggs all joined the Muncie Club in the fall of 1997.

Staff, Volunteers, and Board of Directors

The Muncie Boys and Girls Club also benefits from the services of other staff members. Included in those are George Jones, Senior Room Assistant; Linda West, Office Manager; two maintenance workers; and six Ball State University students primarily funded by work-study programs through the University. The Boys and Girls Club also has three volunteers who come on a regular basis to lead programming and provide assistance where needed.

The Board of Directors is made up of nineteen individuals from the Muncie community, seven of whom hold officer positions. Board members participate in setting the direction of the Club as a group and also as individuals on committees. One committee is the marketing committee.
Financial Resources

The financial resources of the Muncie Boys and Girls Club for 1996 as noted in the 1996 Muncie Boys and Girls Club Annual Report were as follows:

Beginning Balance as of January 1, 1996 $2,258.41

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<th>Income</th>
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<tr>
<td>United Way</td>
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<tr>
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<td>Supplies</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$217,599.47</strong></td>
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</tbody>
</table>

Net Increase $12,038.29

Ending Balance as of December 31, 1996 $14,296.70

Clients

The Muncie Boys and Girls Club is open to any child in grades one through twelve. In 1996, accumulated attendance over the course of the two hundred and twenty-three days which the Muncie Boys and Girls Club was open was 39,250, for an accumulated membership hour total of 84,467 (1996 Muncie Boys and Girls Club Annual Report 6). The Muncie Boys and Girls Club had 1,169 children with memberships during 1996, with an average daily attendance of 189 children (1996 Muncie Boys and Girls Club Annual Report 6). The average daily attendance is estimated to be 142 children for 1997 (Dan MacDonald). The graphs on the next two pages pictorially explain how the 1,169 Muncie Boys and Girls Club members in 1996 were broken down by age and gender. Studying the financial resources of the Club while also considering its membership numbers reveals that the Muncie Boys and Girls Club spent nearly $187 on each member during 1996 (1996 Muncie Boys and Girls Club Annual Report 6).
Members by Ages

- Ages 6-7: 10.2%
- Ages 8-10: 27.8%
- Ages 11-13: 38.8%
- Ages 14-16: 19.2%
- Ages 17-18: 4.0%


Members by Gender

- Boys: 76.0%
- Girls: 24%

Female Members by Age

- Ages 6-7: 15%
- Ages 8-10: 38.9%
- Ages 11-13: 30%
- Ages 14-16: 14.6%
- Ages 17-18: 1.4%


Male Members by Age

- Ages 6-7: 8.7%
- Ages 8-10: 24.3%
- Ages 11-13: 41.5%
- Ages 14-16: 20.7%
- Ages 17-18: 4.8%


1996 figures provided by the Boys and Girls Clubs of America, of which the Muncie Boys and Girls Club is a member, reveal the following demographic characteristics. Of the 2,600,000 boys and girls served by the seven hundred and eighty-seven local Boys and Girls Clubs nationwide:

- 71% live in urban/inner-city areas
- 53% live in single-parent families
- 42% come from families with annual incomes below $22,000
- 51% live in families with three or more children
- 56% are from minority families (Boys and Girls Clubs of America Home Page).
Services

The Muncie Boys and Girls Club is open from 2:30 P.M. until 9:00 P.M. Monday through Wednesday and on Friday, 2:00 P.M. until 9:00 P.M. on Thursday, and 9:00 A.M. until 4:00 P.M. on Saturday. Children in grades one through six are allowed to stay until 7:00 P.M. on week nights, whereas those in grades seven through twelve may stay the full time. Membership into the Muncie Boys and Girls Club costs $12 for the September 1997 through August 1998 year and comes with the full benefits of the Boys and Girls Club facility and programs.

The Muncie Boys and Girls Club facility, located at 1710 S. Madison Street, has a junior room, snack room, senior room, arts and crafts room, library/education room, kitchen, gymnasium, aerobics/weight room, staff and youth bathrooms, and staff offices. The junior room, which is designed for the first through sixth graders, has a carpet ball game, pool tables, board games, and general playing space. The snack room, also designed primarily for the first through sixth graders, has a television, two pop machines, board games, and a lounging area. The senior room, designed for the seventh through ninth graders, provides a big screen television, ping pong tables, video games, a pop machine, pool tables, board games, and a lounging area. The remaining rooms are for use by all grades. The arts and crafts room, with its walls decorated with the hand prints of Club members, provides tables for craft-making and storage space for the craft supplies. The library/education room has two computers, an art gallery displaying student work, tables, and a library of books. The kitchen has an oven, a refrigerator, cabinets, and all food-preparation supplies. The full court gymnasium has five basketball hoops and bleachers for spectators, and the aerobics/weight room is supplied with weights, hanging ropes, and mats.

In addition to the games and television entertainment already described, the Muncie Boys and Girls Club has numerous services and programs. The Club provides free lunches for all of the children almost every weekday and sells bags of freshly popped popcorn for 25¢ as a snack in addition to the 50¢ pop from the vending machines. Craft time is held Monday through Friday from 4:00 P.M. until 7:00 P.M. Every hour a different project, which include model building, paper mache, and orgamy, is featured. Tutoring for all grades takes place during the weekday afternoons in the education/library room. One specific individual tutoring session is called Power Hour, which meets on Tuesdays and Thursdays from 4:00 P.M. to 5:00 P.M.

Specific clubs offered by the Muncie Boys and Girls Club also meet in the education/library room. These include Ultimate Journey, an environmental education program for six to twelve-year-olds; Torch Club, a small leadership club for ages eleven to thirteen which plans community service projects, field trips, and fundraisers on Tuesdays and Thursdays at 5:00 P.M.; Keystone Club, a group which learns leadership skills, goes on field trips, and meets on Wednesdays at 6:00 P.M.; Talking with T.J., a class which teaches kids in grades seven through twelve skills for solving disagreements using nonviolent resolutions; and photography club.

Programs also available include a cooking class taught on Fridays from 4:00 P.M. until 5:00 P.M. in the kitchen, aerobics and weight training classes in the aerobics/weight room, basketball practices on Wednesday evenings with basketball games on Tuesday, Thursday, Friday, and Saturday nights, and other indoor and outdoor sports activities. The Club also has seasonal programs and parties, which include the annual Fall Festival, a Christmas party, a Valentine’s Day dance, and the Spring Fling carnival (Dan MacDonald).
Past and Current Marketing

The Muncie Boys and Girls Club sends out a newsletter during the fall and spring seasons to its board members, donators, volunteers, and other persons interested in the Club. The newsletter provides descriptions and pictures detailing the Club's activities, summaries of fundraisers and other community involvements, and a form for making financial contributions to the Club (Dan MacDonald).

The Muncie Boys and Girls Club, in conjunction with the national Boys and Girls Club of America campaign, is currently doing a promotion in cooperation with the Finish Line specialty retail store at the Muncie Mall. Employees wear badges which encourage customers to give to the Boys and Girls Club, and, with every purchase, the employee asks the customer if he or she would like to donate $1 towards the Boys and Girls Club. If so, the employee scans the UPC symbol found on the promotion coupon and adds $1 to the customer's bill. For donating, the customer receives the promotion coupon, which is good for $5 off his or her next purchase of $50 or more at Finish Line (Dan MacDonald). The customer is also asked to sign a Christmas card which is then displayed to signify the amount of money raised. Finish Line matches every dollar donated by its customers.

Strengths

The staff of the Muncie Boys and Girls Club obviously enjoy working with each other and with the kids. The staff's comfort level makes for a fun work environment in which individuals are encouraged to be themselves and to be self-starting, not relying on direction from others in order to accomplish one's tasks. The Club has a very positive atmosphere, one of caring, sharing, and learning.

The Club also has numerous core programs which reach inner-city kids who might not otherwise be getting the attention and guidance the programs provide. The Muncie Boys and Girls Club has excellent attendance, averaging 189 students per day during 1996, and its finances, although not abundant, are adequate enough to provide a professional staff of five directors, two maintenance workers, and a part-time office manager and the programs previously described (1996 Muncie Boys and Girls Club Annual Report 6).

Weaknesses

The Muncie Boys and Girls Club facilities, into which the Club moved in 1950, are old and in need of renovation. The excellent attendance which the Club enjoys strains the size of the facilities when the weather demands that all activities take place indoors. Similarly, the Club's finances, although adequate for the existing structure, restrict the Club's programming growth.

Additionally, with an average of 189 students each day through the Club doors, the five member professional staff, six work-study students, assistant, and three volunteers are overwhelmed with kids and their demands for attention. Because the staff works in the non-profit sector with children, an informal tone and atmosphere has evolved in their workplace. However, this informal and sometimes unorganized appearance to the general public and professional business sector is unacceptable. The Muncie Boys and Girls Club staff needs to realize the importance of communicating a professional image to those outside the Club.

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Target Market

The chosen target market for this Advertising Campaign for the Muncie Boys and Girls Club is Ball State student organizations. These organizations have the following characteristics:

• Formed for social, cultural, service, athletic, academic, or religious reasons, or for some combination of these.
• Recognized by Ball State University as a student organization, meaning it has an approved constitution and officers who are Ball State students.
• Funded by the University, another sponsoring organization, or membership dues, or by some combination of these.
• Typically have ten to sixty members.
• Meet regularly, usually weekly.

Profile

The following is a hypothetical profile of a typical member of the target market.

Beta Beta Beta Sorority

Founded at Ball State in 1952, this social sorority for women currently has thirty members: eight seniors, seven juniors, nine sophomores, and six freshman pledges. It is funded through individual membership dues and fundraising activities. Beta Beta Beta holds weekly chapter meetings in its Rogers Hall suite, organizes two philanthropic activities each month, and participates in four social activities per month. Both philanthropic and social events are often done in co-operation with a Ball State social fraternity for men.

Philanthropic events of the past include having members ride a see-saw placed at the scramble light for an entire weekend to raise funds for a battered women’s shelter, collecting cans on Halloween Night for the Muncie Mission, and raking leaves for elderly members of the Muncie community.

Beta Beta Beta has four officers and three committee chairpersons. They are: Sarah Klum, President; Lisa Walterman, Vice President; Mary Guerrero, Secretary; Jayne Dressel, Treasurer; Andrea Conner, Social Chairperson; Angela Lucas, Philanthropic Chairperson; and Emily Petry, History Chairperson.
Members

There are 130 Ball State student organizations which have constitutions that are consistent with the mission and code of the Muncie Boys and Girls Club and possess the resources and interests appropriate to working with this organization (Ball State University Student Organizations 1997-1998). The following is the list of the members of the target market for this Muncie Boys and Girls Club Advertising Campaign, organized by type of group (Ball State University Student Organizations 1997-1998).

General Student Body Groups

Student Action Team
Student Alumni Relations Team
Student Foundation
Student Government Association
Student Leadership Development Board
Student Voluntary Services
University Program Board

Special Interest Organizations

Asian American Student Association
Black Student Association
Campus Girl Scouts
Cardinal Corps
Cardinal Neighborhood Housing Association
La Alianza de Estudiantes Latinos
Non-Traditional Student Organization
Student Honors Council
Students Against Drunk Driving

Departmental and Professional Organizations

Beta Alpha Psi
Collegiate Entrepreneurs Organization
Elementary Education in Action
Nursing Association

Honoraries and Professional Fraternities and Sororities

Alpha Lambda Delta
Blue Key
Delta Sigma Pi
Golden Key
Mortar Board
Order of Omega
Phi Gamma Nu
Rho Lambda

Social Fraternities

Interfraternity Council
Alpha Phi Alpha
Alpha Tau Omega
Beta Theta Pi
Delta Chi
Delta Tau Delta
Kappa Alpha Psi
Kappa Delta Rho
Lambda Chi Alpha
Phi Beta Sigma
Phi Delta Theta
Phi Sigma Kappa
Sigma Alpha Epsilon
Sigma Chi
Sigma Nu
Sigma Phi Epsilon
Theta Chi
Theta Xi
Zeta Beta Tau

Social Sororities

Panhellenic Council
Alpha Chi Omega
Alpha Gamma Delta
Alpha Kappa Alpha
Alpha Omicron Pi
Alpha Phi
Chi Omega
Delta Sigma Theta
Delta Zeta
Gamma Phi Omega
Kappa Alpha Theta
Kappa Delta
Phi Mu
Pi Beta Phi
Sigma Gamma Rho
Sigma Kappa
Sigma Sigma Sigma
Zeta Phi Beta

Residence Hall Organizations

Residence Hall Association
Residents Achieving Positive Progress
Baker Hall
Beeman Hall
Botsford Hall
Brady Hall
Brayton Hall
Clevenger Hall
Crosley Hall
Davidson Hall
DeMotte Hall
Edwards Hall
Elliott Hall
Howick Hall
Hurlbut Hall
Hurst Hall
Klipple Hall
Knotts Hall
Menk Hall
Mysch Hall
Painter Hall
Palmer Hall
Rogers Hall
Schmidt Hall
Shales Hall
Shively Hall
Swinford Hall
Tichenor Hall
Trane Hall
Whitcraft Hall
Williams Hall
Wilson Hall
Wood Hall
Woody Hall

Religious Organizations

Abundant Life Ministries
Alliance Student Ministries
Alpha Omega Delta
Apostolic Christian Fellowship Hour
The Baptist House
FOCUS/Baptist Student Union
Campus Advance
Campus Crusade for Christ
Campus Fellowship
Catholic Student Union
Chi Alpha Christian Fellowship
Christian Student Foundation
College Avenue Campus Ministries
Fellowship of Collegiate Christians
Friends Fellowship
Hazelwood College Fellowship
Hillel
Independent Bible Fellowship
InterVarsity Christian Fellowship
Lutheran Center
Lutheran Student Fellowship
Morning Star Fellowship
Muslim Student Association
Union Chapel Collegiate Ministries
Upper Room Fellowship
Wesley Foundation
Women’s Christian Fellowship Ministry

Service Organizations

Alpha Phi Omega
Campus Community Service Council
Circle K
Epsilon Sigma Alpha International
Image

Four phrases describe the Muncie Boys and Girls Club’s image which will be conveyed throughout this Advertising Campaign: effective, fulfilling, the whole person, and partnering with the community.

Effective: The Muncie Boys and Girls Club programs, services, and people reach the kids in Muncie who need a place to learn, grow, and enjoy themselves in a safe environment after school and on Saturdays. For this reason, the Muncie Boys and Girls Club is an effective community service agency which uses its resources efficiently.

Fulfilling: By volunteering time to this organization, a person feels good about giving back to the community and making a difference in the life of a young person. Volunteering at the Muncie Boys and Girls Club is fulfilling.

The Whole Person: The Muncie Boys and Girls Club does not just give kids an opportunity to play sports or do crafts. It helps them build communication skills, interpersonal skills, and life skills which will help them throughout the rest of their childhood and into adulthood.

Partnering with the Community: The Muncie Boys and Girls Club’s work would not be possible without help from the Muncie community. And without the Boys and Girls Club, Muncie’s youth might not be served. Thus, the two work as partners for bettering the community.

Campaign Objectives

• To reach 95% of the target market by February 28, 1998.

• To generate awareness on the level of remembering specifics of the campaign in 85% of the target market by February 28, 1998.

• To change the target market’s perceived image of the Muncie Boys and Girls Club from a basketball club to a full youth outreach organization.

• To receive responses from 15% of the target market by February 28, 1998.

• To generate ten organizational partnerships between Ball State student organizations and the Muncie Boys and Girls Club by February 28, 1998.
Campaign Strategies

Four different forms of communication will be employed to meet the campaign objectives set for the Muncie Boys and Girls Club Advertising Campaign. First, a direct mail package consisting of a letter (addressed to the president or other contact person of each organization within the target market explaining the Muncie Boys and Girls Club, upcoming activities, and how each organization can partner with the Club in order to reach out to the Muncie community), a brochure (which provides further details of the Club), and a response envelope (with postage paid by the Club) will be sent to each of the organizations in the target market.

The second form of communication, the mass media of newspaper and radio, will involve a press release sent to the Ball State Daily News, the Muncie Star Press, DRMS Communications (WLBC and WXFN), WXMP/WHUT, WAXT/WHBU, WBST, WERK, WMDH, WMRI, and WWWW. This vehicle will reveal the unique partnership which the Boys and Girls Club is seeking to set up with Ball State student organizations and will encourage those interested to contact the Club. The third form of communication, electronic media, will involve a VAX announcement which will appear on the announcements page which is loaded onto the screen after a Ball State VAX user logs onto his or her account.

The fourth form of communication will entail direct selling via the telephone and in person through presentations. Direct telephone calls will be made to organizations which respond to the mailing and also to those who do not. The calls will involve making presentation appointments with those who indicate interest, and will seek to find out why an organization did not respond if they have not done so. Presentations will be made to organizations which indicate an interest in partnering with the Boys and Girls Club to explain the partnership and the related responsibilities.

In addition to writing and doing the layout for all of the pieces which make up this campaign, the author also designed the letterhead and the press release forms which appear.
Creative Strategy

The creative strategy used for targeting Ball State student organizations with the direct mail package focuses on the importance of reaching out to the communities in which we live. The campaign is designed to relate to Ball State students who want to make a positive difference in the lives of others. The campaign explains how this desire can be met by introducing the Positive Partners program and its possibilities.

This creative strategy can be explained through the following three creative purposes:

Cognitive: To introduce and to generate name recognition of Positive Partners and the Muncie Boys and Girls Club among the target market by naming specific programs and benefits of the Club.

Affective: To provide the target market with a sense of gratification for contributing their resources to a community in need by showing how inner-city youth will benefit from their contributions.

Behavioral: To involve the target market in taking a broader, more active role in the Muncie community.

The Creative Strategy Platform for the campaign is as follows:

The selling point for the Positive Partners program is in fulfilling the desires of Ball State students for making a real difference in the lives of others by providing a point of connection with an organization in need. The direct mail package describes and demonstrates the desires of both the target market and the Muncie Boys and Girls Club, and then describes and demonstrates how these desires can be met by forming a partnership between the two groups. Because the target market will relate to the themes of the direct mail package, Ball State student organizations will be encouraged to become a partner of the Muncie Boys and Girls Club.
The Boys and Girls Club is the positive place for Muncie kids.

The Muncie Boys and Girls Club was started in 1933. Today the Club serves, on average, 142 Muncie children in grades one through twelve every day.

Muncie Boys and Girls Club Mission Statement

The mission of the Muncie Boys and Girls Club, Inc., is to further the development of character and physical well-being of boys and girls in Delaware County.

Club Code

Every participant of the Muncie Boys and Girls Club must sign his or her membership card, which means he or she agrees to The Boys and Girls Club Code which appears on its reverse:

I believe in God and the right to worship according to my own faith and religion.

I believe in America and the American way of life. . . in the Constitution and the Bill of Rights.

I believe in honesty, fair play, and sportsmanship.

I believe in my Boys and Girls Club which stands for all those things.

Staff and Contact Information

The professional staff of the Muncie Boys and Girls Club includes:

Dan MacDonald, Executive Director
Jim Crouse, Program Director
Don Riggs, Health and Physical Education Director
David Rinehart, Education Director
Dave West, Social Director

The Muncie Boys and Girls Club is located adjacent to Heekin Park at 1710 S. Madison Street, Muncie, Indiana 47302. Please contact Dan MacDonald at (765) 282-4461 for more information about becoming a Positive Partner with the Muncie Boys and Girls Club.
Positive Partners

The Muncie Boys and Girls Club is more than just an after-school hangout or a place to play basketball. The Muncie Boys and Girls Club provides well-rounded and effective guidance for Muncie's inner-city youth.

The Muncie Boys and Girls Club is open from 2:30 P.M. until 9:00 P.M. on Monday through Wednesday and on Friday, 2:00 P.M. until 9:00 P.M. on Thursday, and 9:00 A.M. until 4:00 P.M. on Saturday.

With an average of 142 kids participating every day, volunteer support to the Club makes a very real and crucial difference in the lives of Muncie's inner-city youth.

Current activities of the Club include:

- Tutoring sessions
- Nonviolent resolution training
- Small groups which teach leadership skills and do community service projects
- Photography Club
- Basketball leagues
- Aerobics classes
- Cooking instruction
- Arts and crafts, including displays
- Ping pong, pool tables, and board games
- Lunches for everyone almost every weekday
- Computer tutoring programs and games
- Valentine's Day Dance
- Spring Fling carnival

By becoming a Positive Partner with the Muncie Boys and Girls Club, your organization will impact the lives of Muncie's youth and benefit from the interactions with kids who long for young adult role models and friends.

Partnering with The Boys and Girls Club can happen in a number of exciting ways. For example, your organization could volunteer to contribute:

- two tutors once a week
- snacks every other week
- decorations for the Valentine's Day Dance
- booth sponsorship at the Spring Fling
- basketball coaches and referees for the spring season
- field trip chaperones
- weekly crafts
- ping pong, chess, and board game players
- proceeds from a fundraiser
- letters to parents commending kids on report cards and attendance at school
- dance class instruction
- a program which your organization regularly promotes.

Reach out to the youth of today — who will become the young adults of tomorrow. Become a Positive Partner with the Muncie Boys and Girls Club.

Yes, our organization would like more information on becoming a Positive Partner!

Contact Name: ____________________
Position: _________________________
Organization: ____________________
Mailing Address: __________________
Phone: ___________________________
Areas of interest:

____ Sponsoring a weekly program
____ Sponsoring a monthly program
____ Sponsoring a one-time program
____ Providing individual volunteers
____ Helping to raise funds

Please detach this form and mail it to:

The Muncie Boys and Girls Club
1710 S. Madison Street
Muncie, Indiana 47302

OR call Dan MacDonald, Executive Director, at (765) 282-4461 for more information on becoming a Positive Partner!

~acli
January 14, 1998

"Life has never been busier." We’ve all certainly made that statement before and, with the start of the new year, we’ll surely be making it again soon -- if we haven’t already. With so many goals to achieve, deadlines to meet, and places to be, it can be difficult to determine the difference between what our priorities are and what they should be.

You and the other members of <OrganizationName> are to be commended for having demonstrated the priority you place on being involved in the Ball State community by having taken an active role in your organization. The community in which we live affects our lives every day -- and because you help to make the Ball State campus flourish with academic achievement, broad extracurricular opportunities, and a strong social atmosphere, you are positively impacting your community.

The Muncie Boys and Girls Club has developed a unique program which provides Ball State student organizations with the opportunity for impacting the lives of inner-city youth in the broader Muncie community. Positive Partners seeks to connect the energy and the resourcefulness of Ball State students with the effective programs and services which the Muncie Boys and Girls Club extends to 142 children in grades one through twelve nearly every day.

By becoming a Positive Partner with the Muncie Boys and Girls Club, your organization will positively impact kids who long for young adult role models and friendships. And partnering with the Muncie Boys and Girls Club can happen in a number of exciting ways, each unique to the gifts and talents found within your group. You might contribute two algebra tutors every Tuesday afternoon, decorations for the Valentine’s Day dance, basketball coaches for the upcoming spring season, or even volunteers to play board games, ping pong, and pool with Club members periodically throughout the semester.

Please carefully consider becoming a Positive Partner of the Muncie Boys and Girls Club. Your organization’s contributions can make the difference these children need. The enclosed brochure provides more information about the Club and the Positive Partners program. Please complete and return the indication of interest form found in the brochure, or call me at 282-4461, so that together we make a positive difference in the lives of Muncie’s inner-city youth.

With appreciation,

Dan MacDonald, Executive Director
Muncie Boys and Girls Club
MUNCIE, IN (January 14, 1998). . . The Muncie Boys and Girls Club has developed a unique program which links the energy and resourcefulness of Ball State student organizations with the programs and services of the Club for effectively reaching Muncie's inner-city youth.

Beginning this month, Ball State student organizations are being encouraged to become Positive Partners with the Muncie Boys and Girls Club in an effort to provide young adult role models and friendships for Muncie kids who desperately long for such positive interactions. By becoming Positive Partners, the groups will contribute various resources, including time, skills, and supplies, for the many activities which the Club performs. Possible partnering activities include providing tutors, snacks, and decorations for holidays and other special events, sponsoring a booth at the Club's annual Spring Fling, coaching and refereeing basketball games, serving as field trip chaperones, donating the proceeds from a fundraiser, writing and sending letters to parents which commend the children's report cards and school attendance, and playing ping pong, chess, and board games with members.

Dan MacDonald, Executive Director of the Muncie Boys and Girls Club, has the following remarks about the new program: "The Muncie Boys and Girls Club is far more than a basketball club. This organization is a complex system designed for youth guidance, and the Positive Partners program will help broaden our outreach to the inner-city youth of Muncie. The Muncie Boys and Girls Club needs the support of the community in order to be effective, and the Positive Partners program is a perfect example of organizations coming together to positively impact our Muncie -more-
community.

The Muncie Boys and Girls Club, a member of the Boys and Girls Clubs of America and a United Way Agency, was started in 1933. Today the Club serves, on average, 142 Muncie children in grades one through twelve nearly every day. The professional staff of the Muncie Boys and Girls Club, in addition to the Executive Director, includes: Jim Crouse, Program Director; Don Riggs, Health and Physical Education Director; David Rinehart, Education Director; and Dave West, Social Director. The Muncie Boys and Girls Club is located adjacent to Heekin Park at 1710 S. Madison Street, Muncie, Indiana 47302.

Ball State student organizations interested in becoming Positive Partners should contact Dan MacDonald at (765) 282-4461 for more information.

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VAX Announcement

Is your organization interested in making a positive difference in the lives of youth? The Muncie Boys and Girls Club has developed a unique program called Positive Partners which connects Ball State student organizations with the Club's programs and services. Opportunities for interacting with the 142 kids who visit the Muncie Boys and Girls Club each day include: providing tutoring, party decorations, or snacks, serving as field trip chaperones, coaching and refereeing basketball games, and many others. The youth of the Muncie Boys and Girls Club long for the young adult role models and friendships your organization would provide. Please contact Dan MacDonald, Executive Director of the Muncie Boys and Girls Club, at 282-4461 for more information on becoming a Positive Partner.
## Schedule

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<tr>
<th>Timeline 1998</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
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Budget

The cost of implementing this campaign is approximately $340. The costs are broken down as follows:

Cost of 500 Pieces of Brochure Stock: 500 sheets X .17/sheet = $85.00
Cost of 1,000 Pieces of Letterhead and 1,000 #10 Outside Envelopes = 98.00
Cost of 1,000 #9 Response Envelopes = 30.00
Cost of 1,000 Press Release Sheets = 31.00
Cost of Presentation Materials = 50.00
Cost of Postage: (130 organizations + 11 media)*.32/envelope = + 45.12

TOTAL COST: $339.12

The graph below reveals the percentages of cost spent on the different campaign materials.
Bibliography

Sources Cited


Sources Consulted


